

PRODUCER | CREATIVE LEAD

Creative entertainment marketing professional with a balance of advertising, audio-visual marketing, and project management expertise.

Insight-driven, multi-faceted, creative professional with a 360-degree perspective of the film marketing landscape and an impassioned commitment to creative advertising campaign development. Proven track record of successfully shaping integrated audio-visual marketing collateral and creative assets for award-winning feature films across multiple channels, including: digital, TV, print, and social media.

- ✓ Proficient in creative advertising, film marketing, promotions, social media, project management, budgeting, and storytelling.
- ✓ Leads with drive and purpose; consistently meets or exceeds project targets by marshalling teams toward common goals and tactical objectives using a top-down servant leadership approach.
- ✓ Exceptional ability to keep a finger on the pulse of the industry; effectively anticipates and incorporates changes in technology, market dynamics, or industry trends.

Core Competencies:

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| • CREATIVE TEAM LEADERSHIP | • AUDIO-VISUAL MARKETING | • CREATIVE PROBLEM SOLVER |
| • MULTI-CHANNEL MARKETING | • CAMPAIGN MANAGEMENT | • TOP-TIER COMMUNICATOR |
| • STRATEGIC PLANNING | • CROSS-FUNCTIONAL COLLABORATION | • BUDGETING & SCHEDULING |
| • CREATIVE ADVERTISING | • DIGITAL ASSET MANAGEMENT | • CREATIVE CONTENT |
| • PROJECT MANAGEMENT | | • SOCIAL MEDIA STRATEGIES |

PROFESSIONAL EXPERIENCE

FOCUS FEATURES • Los Angeles, CA • 2021 to Present

Film production and distribution company, owned by Comcast as part of Universal Pictures.

MANAGER OF CREATIVE ADVERTISING

Own the creative process for advertising campaigns, marketing initiatives, audio-visual materials, and promotional collateral to promote the launch of award-winning feature films across multiple channels, including: TV, print, Instagram spots, and various social media. Drive the conception, development, and production of creative assets, establish project budgets, and maintain deadlines for marketing campaigns.

Core Accomplishments:

- Oversee the high-profile Belfast Awards Campaign; develop a pipeline of quality creative content across multiple platforms.
- Research the creative awards landscape to ensure competitive materials that resonate with the target audience.
- Work with internal teams as well as third-party AV agencies to develop integrated digital and print media campaigns.

MOCEAN • Los Angeles, CA • 2018 to 2021

Leader in the area of entertainment marketing with a portfolio of clients that includes: Disney, Marvel, Fox, Warner Bros., Netflix, FX, and CNN.

PRODUCER (2020 to 2021)

Managed all creative aspects of 360-degree campaign development for a global audience, from budgeting and SOW documents to execution and launch. Developed trailers, complementary media assets, and marketing campaigns for multiple channels, including social media, digital events, and print advertising.

Core Accomplishments:

- Maintained budgets and approved costs and weekly time sheets. Ensured all deadlines were consistently met.
- Drove the transition of high budget tentpole campaigns with 7 teams to fully digital, WFH platforms as a result of the pandemic.
- Developed an integrated audio-visual and social media campaign to promote a #1 viewed show on Netflix, Blood and Water.
- Key member of the team that received the Shorty Award for campaign innovation.
- Awarded the first season 2 commitment for a South African original Netflix series.
- Owned the full creative process including music, writing, editorial, font design, and creative direction.

ASSOCIATE PRODUCER (2019 to 2020)

Collaborated with editorial, graphics, finishing, music, writing teams, and creative coordinators to produce promotional assets, marketing campaigns, trailers, and digital advertisements to promote high-profile feature films.

Core Accomplishments:

- Implemented a \$250MM box office marketing campaign inclusive of hundreds of trailers, TV promotions, digital assets, and international publicity initiatives with a 1.5-year lead time.
- Cultivated strong relationships with client-side teams at the management and executive levels.
- Selected to participate in executive-level meetings and lead client outreach efforts at the company's request; met with clients to understand their goals, challenges, and creative needs.
- Generated significant referral business and expanded the client base by 50%+.
- Completed the award-winning Netflix Year in Review in 2019; achieved a strong profit margin and secured an additional \$1MM deal with Netflix.

**CREATIVE COORDINATOR** (2018 to 2019)

Supported the creative process for various TV shows and trailer campaigns; worked closely with editors, writers, and clients to develop compelling content for streaming titles and feature films.

Core Accomplishments:

- Provided administrative and operational support for high-level directors; managed day-to-day workflows, schedules, and internal requests.
- Coordinated the activities of multiple personalities, artists, editors, and executives.
- Launched creative campaigns for award-winning films and TV programs, including the hit movie Assassination Nation.

BUDDHA JONES • Los Angeles, CA • 2016 to 2018

Award-winning advertising and design agency that creates innovative digital marketing campaigns.

CREATIVE COORDINATOR/EXECUTIVE ASSISTANT

Provided creative support and executive assistance to the owner. Drove the production process, developed creative assets, and supported campaigns for high-profile films, including: Fantastic Beasts and Where to Find Them. Cultivated a nuanced understanding of the TV and film industry, key influencers, and the creative process.

MULHOLLAND DRIVE ENTERTAINMENT • Los Angeles, CA • 2014 to 2016

Full-service boutique agency specializing in Entertainment Marketing and Branded partnerships.

ACCOUNT EXECUTIVE

- Managed key agency operations and provided day-to-day client services at a boutique entertainment marketing firm.
- Worked with the President to develop proposals and campaign strategies for key marketing initiatives.
- Sourced entertainment properties and developed plans for product placement, premiere parties, and event sponsorships.
- Balanced client budgets for large scale productions.

VOLUNTEER WORK • National • 2015 to 2017**RIDER/P.R. DIRECTOR**

- Biked for 70 days and 4,500 miles across the US with a team of 30 riders to support young adults affected by cancer.
- Personally raised over \$7K to support the Ulman Cancer Fund for Young Adults.
- Led a suite of public relations initiatives to promote cancer awareness and raise donations.

EARLY CAREER

The Queen Latifah Show, Brand Integrations Assistant (2014 to 2016)

ABC Television, The FABLife – Brand Integrations Assistant (2015)

Cercone Brown Company, Marketing & Public Relations Intern (2013)

Element Productions, Production Intern/Intern Team Captain (2013)

Women & Infants Hospital, Marketing Intern (2012)

EDUCATION

Bachelor of Science (BS), Marketing Communications, Emerson College, Boston, MA
Eligible to work in US and EU (Dual French and US Citizen).